



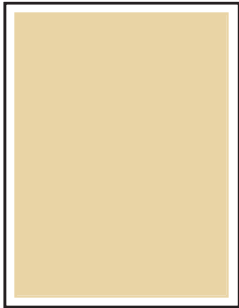
AT LAKEWOOD RANCH

## rate sheet/production specs

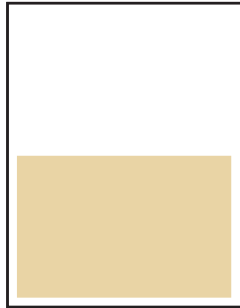
Space Reservation Deadline **August 13, 2010**  
 Ad Artwork Deadline **August 27, 2010**

**For Space Reservation or Sponsorship Opportunities contact:**

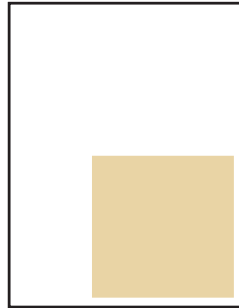
Maryellen Paterson Phone: 941.907.0000  
 Sarasota Polo Club Fax: 941.757.5263  
 8201 Polo Club Lane maryellen.paterson@sarasotapolo.com  
 Sarasota, FL 34240



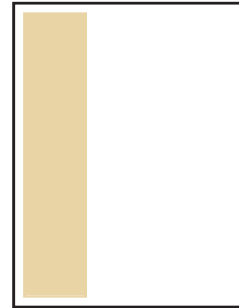
**Full Page**  
 Trim Size: 8 1/2" x 11"  
 Live Area: 7 1/2" x 10"  
 Bleed: 8 3/4" x 11 1/4"



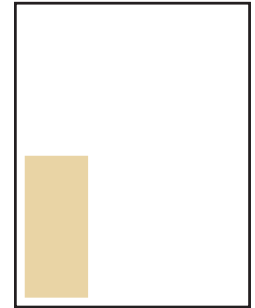
**Half Page**  
 Ad Size: 7 3/8" x 4 7/8"



**1/3 Page Square**  
 Ad Size: 4 13/16" x 4 7/8"



**1/3 Page Vertical**  
 Ad Size: 2 1/4" x 10"



**1/6 Page Vertical**  
 Ad Size: 2 1/4" x 4 7/8"

### Production Requirements

- Accepted file formats are high resolution TIFF, EPS and high-resolution PDF. Source files and film will NOT be accepted and should be converted to an acceptable format.
- Artwork must be supplied on MAC-readable CD or electronically. Contact qdesign for FTP/electronic delivery options.
- All ads are 4-color process. All images must be CMYK TIFF or EPS. No RGB or JPG images.
- Convert all type to outline where applicable.
- Images should be 300 dpi.
- Spread ads should be created in one file and must provide sufficient bleeds.
- Any ads requiring additional graphic conversions or manipulation will automatically be billed at \$90/hour.

### Required Proofs and Materials

- A hard copy color proof is required for each ad.
- Include a contact name, phone number and a copy of this contract to ensure proper processing.

### Submit All Artwork to:

Michelle Qualley 941.360.6604  
 qdesign, LLC mqualley@qdesignllc.com  
 13228 Palmers Creek Ter. FTP: Available on request  
 Lakewood Ranch, FL 34202

Contact qdesign for any production questions or if you need assistance in ad design.

Sarasota Polo Club and qdesign LLC reserve the right to refuse any advertiser and shall not be held liable for any damages due to failure to print ad or publication. Advertisers assume all responsibility for ad content including artwork, logos, text and any unsaid errors and agree to hold Sarasota Polo Club and qdesign harmless. All ads are positioned at the discretion of publisher.

4/C Ad Space	Rate	Buys	Cost
Back Cover (1)		Reserved for Sponsor	
Inside Front Cover (1)		Reserved for Sponsor	
Inside Back Cover (1)	\$2150	X	_____
Premium Position	\$1950	X	_____
Full Page*	\$1750	X	_____
1/2 Page*	\$1250	X	_____
1/3 Page*	\$950	X	_____
1/6 Page*	\$750	X	_____
<b>*Specific ad placement requires a 10% premium:</b> _____			
<b>Total Cost:</b> _____			
<b>50% Deposit Reserves Space:</b> _____			
<b>Balance Due 30 Days Prior to Publication:</b> _____			

Contact: \_\_\_\_\_

Corporation: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

\_\_\_\_\_  
 Advertiser's Signature

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Sales Representative

\_\_\_\_\_  
 Date



AT LAKEWOOD RANCH

## readership & demographics

For more information contact:

Maryellen Paterson  
Sarasota Polo Club  
8201 Polo Club Lane  
Sarasota, FL 34240

Phone: 941.907.0000  
Fax: 941.757.5263  
maryellen.paterson@sarasotapolo.com

### Market & Readership

Take advantage of this unique opportunity to advertise in the 2011 Sarasota Polo Magazine. This is one of the few magazines in the world that successfully captures the attention and buying power of the high-profile audience and players of the sport of polo. Known as "the game of kings," polo holds the appeal and glamour not found in other competitive sports. The Sarasota Polo Magazine delivers to an affluent and influential audience, including professional polo players from around the world, corporate sponsors and avid fans.

This once-a-year publication is in circulation for 12 months of the year, giving your advertisement full exposure for a cost comparable to a one month rate in typical publications. This in turn, gives your advertising dollar a longer reach for less cost.

### Content

The Sarasota Polo Club Magazine content focuses not only on the thrill and allure of the sport of polo and the equestrian world but also delves into features focusing on community, travel, health and art— an exciting range of features to entertain and inform our readers.

### Cover

It has become a long lasting tradition for the Sarasota Polo Club to commission a new artist each year to capture the essence of the Club. The 2011 Magazine is no exception. And although the 2011 artist has not been made public yet, the original canvas will be auctioned off to benefit charity at the 2011 Sarasota Polo Ball. If interested please contact the Sarasota Polo office at 941.907.0000.

### Circulation

#### Handed out to:

- General admission polo attendees throughout the 17 week season.
- All members, players, sponsors and advertisers at the Sarasota Polo Club will receive a copy.
- Many area hotels, including LWR Holiday Inn and Fairfield Inn & Suites, Hotel Indigo
- During high-profile events that draw thousands from neighboring cities and communities.

#### Available Free to:

- Lakewood Ranch Golf & Country Club, Athletic Center and Schroeder-Manatee Ranch Headquarters.
- In select businesses in Sarasota, Bradenton, and Lakewood Ranch.

Estimated total distribution: 7,000+

### Sarasota Polo Club Average Overall

(Shown in radius miles)

	3 miles	5 miles	7 miles
Household Income	\$101,000	\$82,328	\$70,571
Age	45	44	43
House Hold Size	2.25	2.26	2.30
Total Population	25,502	81,000	171,613

### Family Income

\$50,000-74,999	5%
\$75,000-99,999	17%
\$100,000-149,999	18%
\$150,000-200,000	23%
Over \$200,000	37%

### Age

45-64	47%
44 and under	25%
64 and over	28%

### Household

40% are retired	65% have 2 adults in household
38% work in professional or managerial jobs	28% have 3 or more people in their household
86% are married	93%+ own a home computer, and 100% percent of those have Internet connection

### Polo Facts: Players & Enthusiasts

(Courtesy of Polo Magazine)

#### Household Income

Average	\$174,000
\$500,000+	8.5%
\$200,000+	27.0%
\$100,000+	51.8%

#### Age

Average	40
Under 25	6.7%
25-34	27.3%
35-44	37%
45-64	23.7%
65+	5.3%

#### Net Worth

Average	\$966,000
\$1 Million+	31.9%
\$500,000+	53.9%

#### Lifestyle/Memberships other than Polo

Country Club	40.8%
Eating/City Club	23.4%
Hunt/Equestrian	31.7%
Health Club	52.8%

#### Occupation

Professional/Managerial	\$93.6%
Chairman/President	\$40.5%

#### Education

Postgrad Degree	28.1%
Postgrad Study	41%
College Degree	78.6%
College Educated	93.5%

#### Market Value of Primary Residence

Average	\$515,000
\$1 Million+	10%
\$500,000+	31.4%